

Message Text

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PAGE 01 TAIPEI 08337 171101Z
ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W
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P R 171025Z DEC 76
FM AMEMBASSY TAIPEI
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 2038

UNCLAS TAIPEI 8337

FOR: USDOC/BIC/OIM/EA -- KELLY

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: CLOSING DAY REPORT

(1) COMPUTECH '76 (JEEP/MULTI-FIRM BSP)

(2) U.S. TRADE CENTER, TAIPEI, DECEMBER 14-17, 1976

(3) 17

(4) \$528,500
(A) \$208,500
(B) \$320,000

(5) \$10,335,000
(A) \$1,985,000
(B) \$8,350,000

(6) 3

(7) 1

(8) 3 FROM 11 PROSPECTS

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(9) N/A

(10) 3822 (UN-OFFICIAL)

(11) THIS JEEP/MULTI-FIRM BSP EXHIBITION PROVED TO BE
A MOST SUCCESSFUL EVENT AND WAS PROPERLY TIMED FOR THE

GROWING COMPUTER MARKET IN THE ROC. ATTENDEES AND EXHIBITORS COMPLAINED ABOUT THE OVERCROWDED EXHIBITION HALL BUT BOTH GROUPS WERE HAPPY WITH THE BROAD RANGE OF EQUIPMENT ON DISPLAY AND THE EXCELLENT SALES RESULTS AS THE SHOW CLOSED AFTER 4 BUSY DAYS. THE OFF-THE-FLOOR SALES OF \$528,500 WERE EVENLY DIVIDED AMONG 13 OF THE 17 PARTICIPANTS.

(12) THE TEN-SESSION SEMINAR GENERATED TREMENDOUS INTEREST AS 842 VISITORS ATTENDED THE THREE-DAY PROGRAM. INTEL AND ZILOG DREW 113 AND 102 INTERESTED VISITORS RESPECTIVELY AS THEY DISCUSSED THE APPLICATION OF MICRO-PROCESSOR EQUIPMENT. DATA 100, GENERAL DATACOMM INDUSTRIES AND MEMOREX WERE HIGHLY PLEASED WITH THE NUMBER AND QUALITY OF REPRESENTATIVES THEY INTERVIEWED AS POTENTIAL AGENTS FOR THEIR EQUIPMENT. COMPUTECH '76 CONTAINED A BROAD RANGE OF COMPUTERS, ADVANCED BUSINESS MACHINES AND RELATED EQUIPMENT; AN EXCELLENT PROCUREMENT EFFORT.
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Message Attributes

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Disposition History: n/a
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Margaret P. Grafeld
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